

CONTRACT

WLKY-TV
1918 Mellwood Ave.
Louisville, KY 40206
(502)893-3671

www.wlky.com

And:

Mark It Red
6502 Amhest Way
Zionsville, IN 46077

<u>Contract / Revision</u> 962644 /		<u>Alt Order #</u>
<u>Product</u> Justin Stevens for State Representative-IND.		
<u>Contract Dates</u> 10/11/12 - 10/24/12		<u>Estimate #</u>
<u>Advertiser</u> Stevens/R/State Rep		<u>Original Date / Revision</u> 10/17/12 / 10/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLKY	<u>Account Executive</u> WLKY Local House V	<u>Sales Office</u> Louisville
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WLKY	10/12/12	10/24/12	NewsChannel 32 5a-530a	5a-530a		:30			NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----2--				2	\$150.00			
Week:		10/15/12	10/21/12	11111--				5	\$150.00			
Week:		10/22/12	10/28/12	111----				3	\$150.00			
N 2	WLKY	10/15/12	10/24/12	NewsChannel 32 6a-7a	6a-7a		:30			NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	11111--				5	\$450.00			
Week:		10/22/12	10/28/12	111----				3	\$450.00			
3	WLKY	10/11/12	10/12/12	M-F NewsChannel 32 Noon	12p-1p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---11--				2	\$200.00			
4	WLKY	10/15/12	10/19/12	M-F NewsChannel 32 Noon	12p-1p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	11111--				5	\$300.00			
5	WLKY	10/22/12	10/24/12	M-F NewsChannel 32 Noon	12p-1p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	111----				3	\$350.00			
6	WLKY	10/11/12	10/11/12	M-F NewsChannel 32 5p-6p	5p-6p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$450.00			
7	WLKY	10/15/12	10/18/12	M-F NewsChannel 32 5p-6p	5p-6p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1111---				4	\$450.00			
8	WLKY	10/22/12	10/24/12	M-F NewsChannel 32 5p-6p	5p-6p		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	111----				3	\$750.00			
9	WLKY	10/11/12	10/11/12	M-F NewsChannel 32 6p-630p	6p-630p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$450.00			
10	WLKY	10/15/12	10/18/12	M-F NewsChannel 32 6p-630p	6p-630p		:30			NM	4	\$1,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WLKY-TV
1918 Mellwood Ave.
Louisville, KY 40206
(502)893-3671

www.wlky.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
962644 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/12 - 10/24/12	Justin Stevens for State	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Stevens/R/State Rep	10/17/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1111----				4	\$450.00			
11	WLKY	10/22/12	10/24/12	M-F NewsChannel 32 6p-630p	6p-630p		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	111----				3	\$750.00			
12	WLKY	10/11/12	10/24/12	Wheel of Fortune	7p-730p		:30			NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$600.00			
Week:		10/15/12	10/21/12	1111---				4	\$600.00			
Week:		10/22/12	10/28/12	111----				3	\$600.00			
13	WLKY	10/11/12	10/18/12	Jeopardy	730p-8p		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$700.00			
Week:		10/15/12	10/21/12	1111---				4	\$700.00			
14	WLKY	10/22/12	10/24/12	Jeopardy	730p-8p		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	111----				3	\$1,200.00			
15	WLKY	10/11/12	10/11/12	M-Su NewsChannel 32 11p-1135p	11p-1135p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$550.00			
16	WLKY	10/15/12	10/18/12	M-Su NewsChannel 32 11p-1135p	11p-1135p		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1111---				4	\$800.00			
17	WLKY	10/22/12	10/24/12	M-Su NewsChannel 32 11p-1135p	11p-1135p		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	111----				3	\$900.00			
18	WLKY	10/12/12	10/12/12	NewsChannel 32 6a-7a	6a-7a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----2--				2	\$250.00			
Totals											70	\$35,900.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/24/12	70	\$35,900.00	\$30,515.00
Totals	70	\$35,900.00	\$30,515.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.